

International Review of Management and Marketing, 2016, vol.6, N5, pages 96-102

Methodology to measure the effectiveness of social services

Vaslavskaya I., Koshkina I., Fattakhova A., Khakimova S., Fursov V.

Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia

Abstract

© 2016, Econjournals. All rights reserved. This article considers such problems as evaluating the effectiveness of social services and public needs financing. Due to the fact that social services are provided and funded by state or local authorities, assessment of their effectiveness requires special tools. Existing legally defined methods have several drawbacks and do not provide an objective picture. A comparative analysis of estimates according to official methodology and the author's empirical research are present in this article. On this basis, the conclusion about need for a different approach of providing the state (municipal) services is formulated.

Keywords

Customer satisfaction, Effectiveness, Public administration, Public services, Social needs, Systems approach